

PHILCO

Philco + High Efficiency Installation = Perfect Performance

The astounding power and efficiency of the new 1936 All-Wave Philcos should not be marred by improper installation. That's why Rich's—so enthusiastic about Philco's incomparable performance—is so anxious to give you the best aerial installation.

Through Rich's the new, specially built PHILCO ALL-WAVE AERIAL comes to you installed—providing 25% more efficiency—at NO EXTRA COST.

Think what this means in world-wide reception, in getting the maximum of performance from the world's leading radio. The saving in dollars and cents should interest you, too.



Philco Model 60B



This marvelous Philco Baby Grand brings in the standard American broadcasts, police calls and many aircraft and amateur stations. The set has 2-point tone control, automatic volume control to counteract fading of distant stations and blasting of local stations.

\$37.50

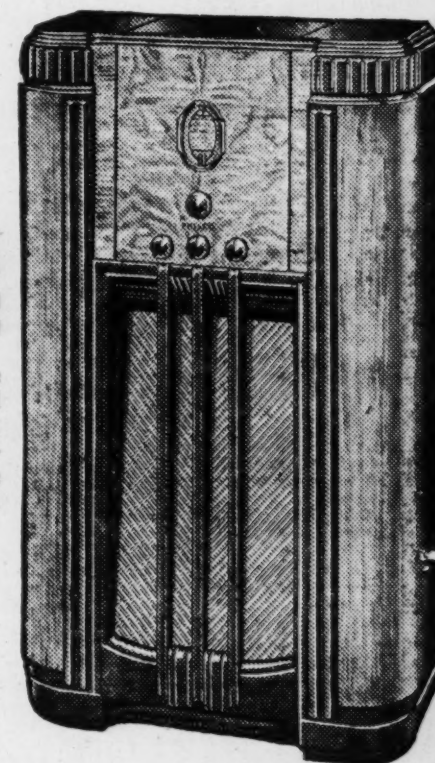
Complete and installed correctly to insure perfect performance and satisfaction.

Philco Model 650X ALL-WAVE

This beautiful console Philco offers remarkable reception of daylight and night-time Foreign and American short-wave broadcasts, police call bands, aircraft, ship and amateur, standard American broadcasts and the U. S. Gov't forecasts. Has 4-point tone control and the new Philco Automatic Aerial Selector built-in.

\$114.50

Complete and installed with correctly designed and specially built PHILCO ALL-WAVE AERIAL.

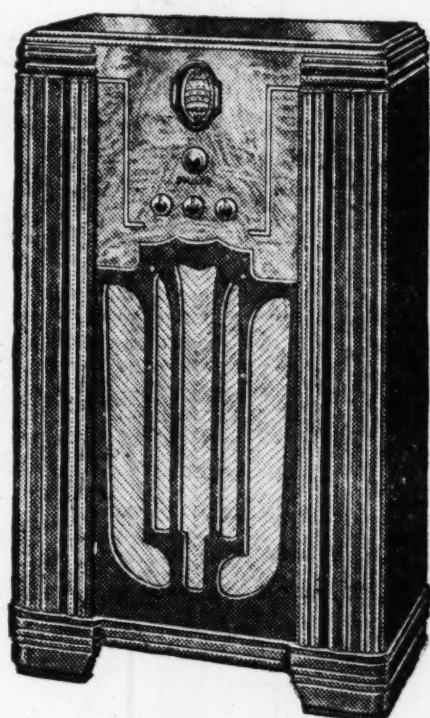


Philco Model 620F ALL-WAVE

This wonderful American and Foreign Philco receives daylight and night-time short-wave broadcasts the world over—police calls, amateur, ship and aircraft, and all standard American programs. Has 3-point tone control and the famous Philco automatic volume control to counteract fading of distant stations.

\$76

Complete and installed with correctly designed and specially built PHILCO ALL-WAVE AERIAL.

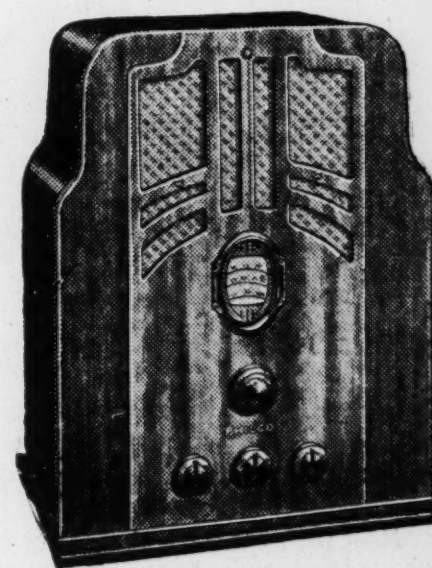


Philco Model 610B ALL-WAVE

This 1936 American and Foreign receiver has the famous Philco Balanced Unit Superheterodyne circuit with 2-point tone control and automatic volume control. Has the new precision dial—also has SPECIAL PHILCO AUTOMATIC AERIAL SELECTOR built-in.

Complete and installed with correctly designed and specially built PHILCO ALL-WAVE AERIAL.

\$53



PRICES INCLUDE

THE NEW ALL-WAVE AERIAL
INSTALLED IN YOUR HOME

Liberal Trade-In
on your old radio

EASY PAYMENTS

RADIOS FOURTH FLOOR

RICH'S

R A D I O S

2 BALLOONS FOUND

Instruments for Weather
Check Bring Rewards.

Two of the more than 40 stratosphere balloons released at Candler field for a study of hurricane weather conditions had been found yesterday. The first was picked up by E. M.

Upshaw a mile and one-half north-northwest of Alpharetta and another near Covington by T. J. Kitchens.

The delicate instruments which automatically record temperature, atmospheric pressure and humidity were undamaged as both balloons landed gently. The balloons were sent aloft by Chris Harmanas, a meteorologist for the Massachusetts Institute of Tech-

nology. The institute offers \$5 for the return of each set of instruments attached to a balloon.

MRS. BEULAH GAZAWAY OF DECATUR, PASSES
Mrs. Beulah O. Gazaway, well-known Decatur resident and operator of the Gazaway Beauty Salon in Druid Hills, died yesterday morning

in a private hospital after an illness of about four weeks. She was 39. A lifelong resident of DeKalb county, Mrs. Gazaway had been an active member of the East End Methodist church for more than 25 years. She is survived by a daughter, Mrs. James Boyd Perry Jr.; her mother, Mrs. M. A. Dukes; a brother, G. W. Dukes, and two sisters, Mrs. F. H. Rogers, of Hart, Mich., and Mrs. C.

E. Morgan, of Atlanta. Funeral services will be held at 4 o'clock this afternoon at the Spring Hill chapel of H. M. Patterson & Son with the Revs. G. F. Venable, J. M. Hendley and Robert Lamkin officiating. Burial will be in East View cemetery.

WINS SCHOLARSHIP
Henry F. Guber Given Columbia U. Award.
A four-year scholarship to Columbia University has been awarded Henry Fred Guber, honor graduate of Boys' High school and son of Mr. and Mrs. J. Y. Guber, of 67 Moreland avenue, S. E., it was announced yesterday.

The scholarship carries a stipend of \$500 for four years. Guber was a member of the football, track and cross-country teams while at Boys' High school. He was a member of the honorary Zodiac fraternity, a debater at the annual exercises and on the honor roll at the end of each quarter-year. His remarkable scholarship record won for him the gold "B," which is given by the school

to graduates making an average of 90 or more for three years.
Mexican Rebels Sought.
GUADALAJARA, Mexico, Sept. 5. (AP)—Federal troops were dispatched today in search of a band of rebels who last night sacked the town of San Jeronimo, state of Jalisco, shot to death four farmers and criminally attacked and murdered a school teacher.

SCHOOL DAYS *Are* SAVING DAYS

When you Shop at

Medium, Shipped, Tenn.

FRESH EGGS Doz. 29^c

ROGERS

QUALITY FOOD SHOPS


Colonial
Red Sour Pitted
Cherries
No. 2 Can **15^c**



Standard
Green Beans
2 No. 2 Cans **15^c**



Colonial
Pink Salmon
Tall Can **10^c**



Wesson Oil
Pint Can **18^c**



Southern Manor
Sliced Pineapple
No. 2 Can **17^c**



Fruits & Vegetables
Large Calif.
Lemons
Doz. **15^c**

Fancy New York Celery STALK 7c
Thompson's Seedless Grapes 2 LBS. 13c
Fancy Colorado Cauliflower LB. 10c
Fancy California Carrots BUNCH 5c
U. S. No. 1 N. J. Cobbler Potatoes 5 LBS. 8c
Porto Rican Ga. Yams 5 LBS. 10c
Delicious or Grimes Golden Apples LB. 5c
Rutabaga Turnips LB. 2 1/2c
California Red Ball Oranges DOZ. 17c
Crisp Iceberg Lettuce Large Head **7^c**

Land o' Lakes Sweet Cream
BUTTER
Lb. **32c**
Cloverbloom Butter lb. 29c
Brookfield Butter lb. 29c
Springbrook Butter lb. 27c

OFFICIAL ATLANTA
School Supplies
In Sets—At Rogers Usual Low Prices
Kindergarten Set 55c
First Grade Set 52c
Second Grade Set 57c
Third Grade Set 82c
Fourth Grade Set 92c
Fifth Grade Set \$1.17
Sixth Grade Set \$1.17

Tellam's
Peanut Butter
Lb. **15^c**



Asparagus	SOUTHERN MANOR ALL GREEN	No. 2 Can	23^c
Asparagus	SOUTHERN MANOR ALL GREEN	Picnic Can	17^c
Chase & Sanborn Coffee		Lb. Can	25^c
Domino Sugar	5-Lb. Bag	27 ^c	10-Lb. Bag 54^c
Rogers Best Meal	6-Lb. Bag	15^c	12-Lb. Bag 29^c
Prune Juice	HEART'S DELIGHT BRAND	2 Tall Cans	15^c
Grape-Nuts Flakes		2 Pkgs. For	23^c
Hi-Lan Tea	ORANGE PEKOE	1-Lb. Box	21^c
White Lily Flour	12-Lb. Bag	65^c	24-Lb. Bag \$1.19
Rogers Best Flour	12-Lb. Bag	49^c	24-Lb. Bag 95^c
Circus Flour	12-Lb. Bag	45^c	24-Lb. Bag 87^c
Nucoa	MARGARINE	Pound Carton	20^c
		2-Lb. Carton	39^c
Corned Beef Hash	PHILLIPS'	1 1/2-Oz. Can	15^c
N. B. C. 5 ^c Crackers		3 Pkgs. For	13^c
Salad Dressing	HOME-LIKE BRAND	26-Oz. Jar	21^c
Zollers Beer	(Plus Bottle Deposit)	3 Bottles	25^c
Apple Butter	WHITE HOUSE	14-Oz. Jar	10^c
Rogers Santos Coffee		Lb.	17^c

Campbell's Tomato Soup	3 CANS	25c
Southern Manor Peaches	NO. 2 1/2 CAN	19c
Assorted Flavors Lovely-Jel	2 PKGS.	9c
Irradiated Pet Milk	3 TALL CANS	20c
Cleams Porcelain Bab-O	CAN	15c
Red Seal Lye	CAN	10c
Hershey's Chocolate Syrup	CAN	5c
Toilet Soap Camay	3 CAKES	14c
White Nantha P&G Soap	LARGE BAR	5c
More Suds—Less Work Oxydol	PKG.	5c
Vegetable Shortening Crisco	5-LB. CAN	63c
The Different Cereal Grape-Nuts	PKG.	19c
Libby's Sweet Relish	JAR	12 1/2c
Libby's Trips	NO. 2 CAN	25c
Doggie Dinner	3 CANS	25c
The Swiss Food Drink Ovaltine	NO-CENT SIZE	31c
St. Joseph's Aspirin	BOX	10c
Tasty Flake Graham Crackers	LB. BOX	10c
Welch's Grape Preserves	LB. JAR	23c
Southern Manor Floor Wax	LB. CAN	39c
Olympia Soaked Peas	3 NO. 2 CANS	25c
Phillips' Pork & Beans	NO. 2 1/2 CAN	10c
Liberty Maraschino Cherries	5-OZ. JAR	10c
Heinz Cucumber Pickles	28-OZ. JAR	25c

At Rogers 90 Meat Markets
Leg o' Lamb Pound **27^c**
Fancy, genuine, spring lamb, milk and grain fattened

Florida Spanish Mackerel	LB.	21c
Tender Lamb Rib Chops	LB.	35c
Lamb Shoulder, Whole	LB.	17c
White's Elberta Picnic Hams	LB.	25c

Swift's Genuine Georgia
PEANUT SKINNED HAM Half or Whole Lb. **33^c**

Fancy Beef Chuck Roast	LB.	23c
Corn Fed Beef Rump Roast	LB.	30c
Swift's Premium Sliced Bacon	1-LB. PKG.	22c
Swift's Premium Sliced Dried Beef	1-LB. PKG.	10c

Round Steak Lb. **35^c**
Cut from choice Western corn-fed beef